

Ph360 Launches Kickstarter Campaign to Develop New Mobile Health Platform Named Shae™, Achieves 100K Goal in 48 Hours

Shae, The World's Most Advanced Virtual Personal Health Assistant Bridges The Gap Between Fitness Tracking and Health Coaching

LOS ANGELES, CALIFORNIA, USA, April 11, 2016 /EINPresswire.com/ -- Quantified selfers and fitness buffs have driven the fitness tracking trend. The rate of speed appears not to be slowing and the devices are ubiquitous. Who doesn't have one? Combine that with social media and people can share their progress, compete with one another, even travel the world – virtually, of course.

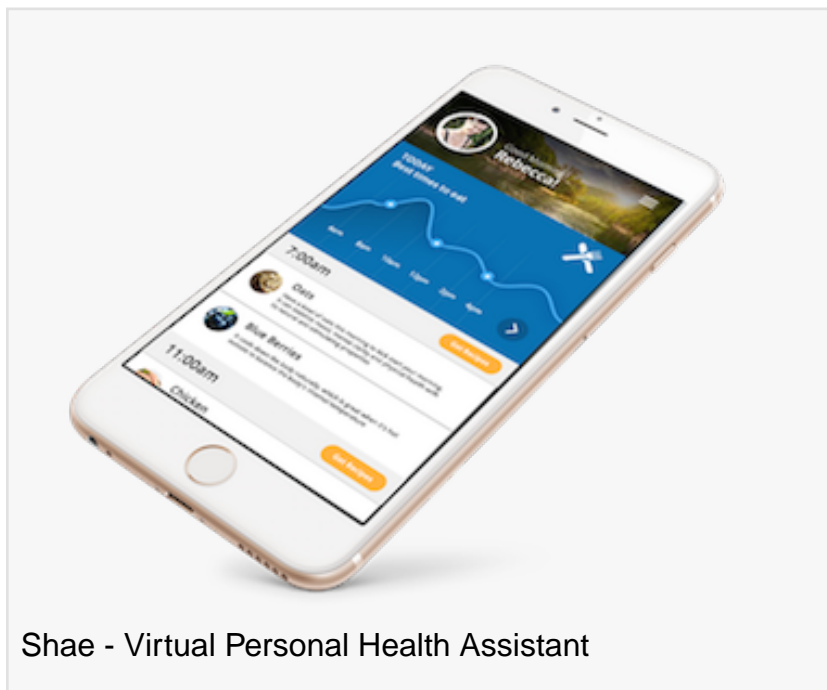
There is growing evidence that, for some, trackers alone aren't necessarily doing

as much for health as was originally hoped. For some, the stress of adding another layer of self-imposed achievement, something else to decide and plan and implement, can prove to be too much.

Recognizing the potential contribution of trackers to overhaul health, [ph360](#), a web-based personalized health program, is addressing this by developing a personal health assistant that will integrate with fitness trackers and move into the realm of health coaching. It offers health without thinking.

Dubbed [Shae™](#), this personal health assistant, provides more than a dozen life-altering features based on an individual's very own personal profile. Using real time data, these are just some of the things that Shae™ will do:

- * Recommend the specific foods that are the absolute best fuel for that specific person and provide delicious, tested recipes using those specific foods.
- * Recommend the very best exercises for the individual's fitness goals and specific body type, the ideal time of day to exercise and best sports to play.
- * Integrate with wearable devices, compare with other data gathered during the day and recommend the best activities, foods and rest.
- * Integrate Geomedicine through GPS, making recommendations for foods, activities, transportation and more based on where the person is in the world.
- * Provide real time updates based on current data, and the tendencies of the specific individual's body to suggest preventative advice.



Shae - Virtual Personal Health Assistant

* Provide a schedule optimizer based on a person's own body rhythm to help minimize stress, increase productivity and just be happy.

Personalized health platform, ph360, debuted as an online app that provides an individualized guide to food, fitness, environment, and lifestyle for optimal wellness. Employing scientific calculations of each user's body measurements, genetic data and health history, ph360 recommends food, fitness and lifestyle changes to support individuals in achieving optimal health. Shae™ is it's evolution.

Learn more about Shae™ on [Kickstarter](#).

Shae™ addresses the potential disconnect between owning a tracker and actually using it to improve health. By simplifying the process, it makes health achievable and much more satisfying.

For more information about Shae™ and ph360.me visit <http://ph360.me/about> . Media interviews with personalized health expert Matt Riemann available upon request. Please email jules@ph360.me.

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